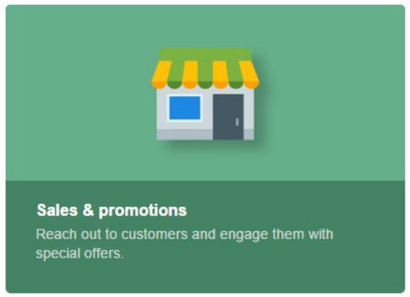
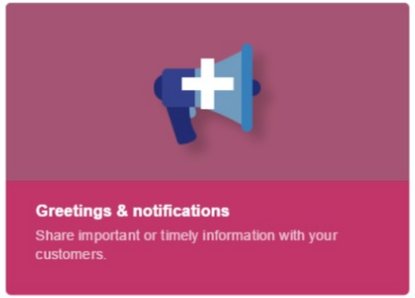
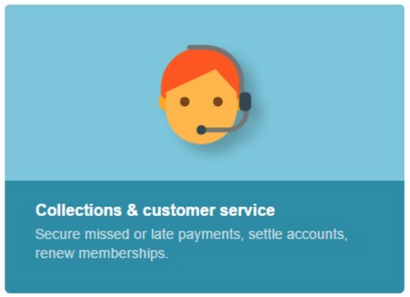
# EXHIBIT K



**Sales & promotions**
Reach out to customers and engage them with special offers.



**Greetings & notifications**
Share important or timely information with your customers.



**Collections & customer service**
Secure missed or late payments, settle accounts, renew memberships.

CREATE NEW

**Voice Broadcast**
Send recorded voice messages to your list(s) of phone numbers.

**Text Broadcast**
Send text messages to your list(s) of mobile phone numbers.

**IVR Broadcast**
Create a phone tree or survey for outbound calls.

**Call Tracking**
Track, record, and forward calls to monitor ad performance.

**Inbound IVR**
Create a phone tree to route inbound calls.

**Text Messaging Auto Reply**
Set up an automatic response to text messages.

ADD-ONS

Add CallFire Credits
Add Phone Numbers
Add Text Keywords

TAKE A TOUR

New to CallFire? Learn more about our products.

Voice Broadcast Tour
Text Broadcast Tour

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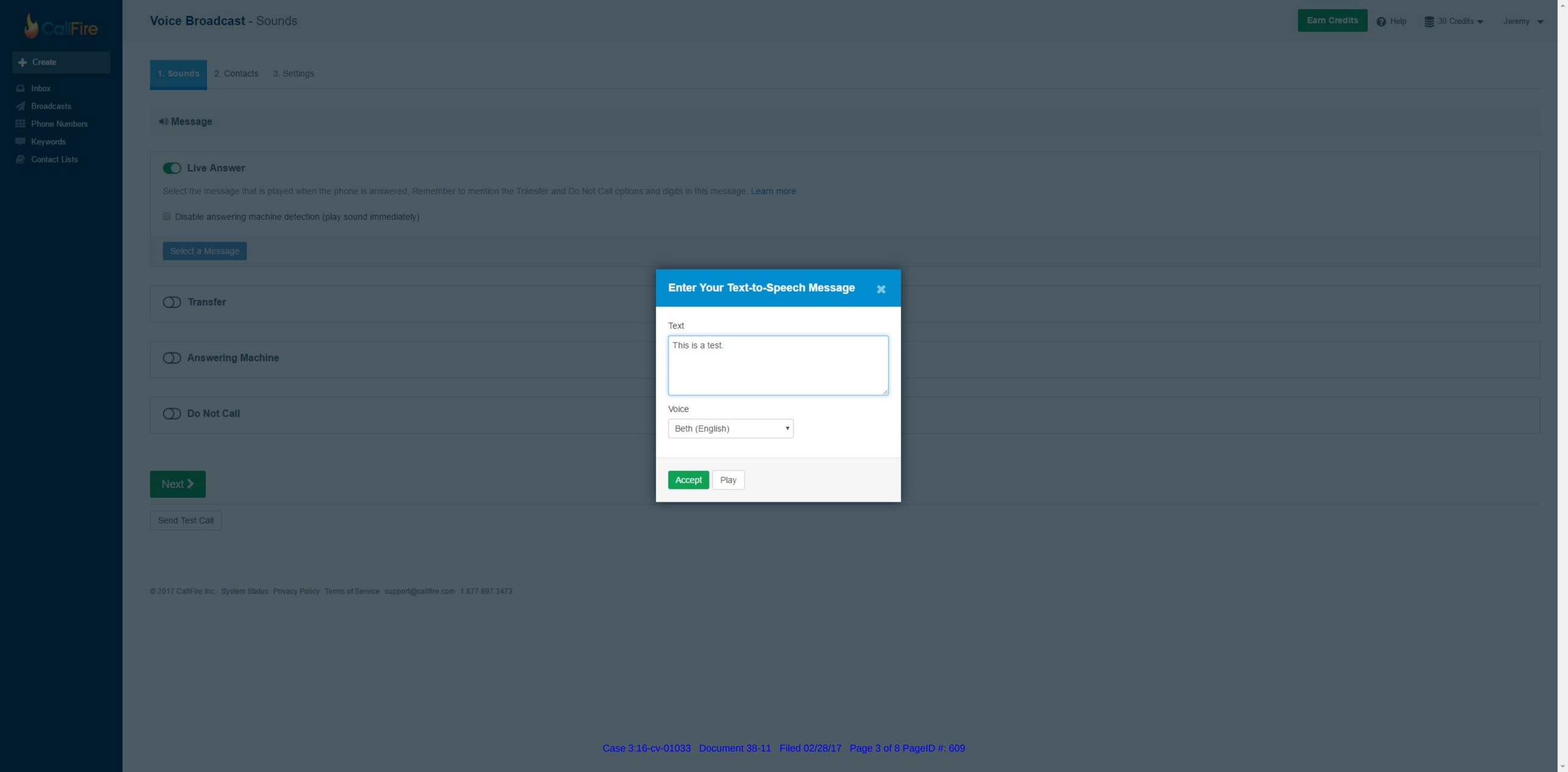
CallFire
Create
Inbox
Broadcasts
Phone Numbers
Keywords
Contact Lists
Voice Broadcast - Sounds
Earn Credits
Help
30 Credits
Jeremy
1. Sounds
2. Contacts
3. Settings
Message
Live Answer
Select the message that is played when the phone is answered. Remember to mention the Transfer and Do Not Call options and digits in this message. Learn more
Disable answering machine detection (play sound immediately)
Select a Message
Transfer
Answering Machine
Do Not Call
Next
Send Test Call
Enter Your Text-to-Speech Message
Text
This is a test.
Voice
Beth (English)
Accept
Play
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1. Sounds | 2. Contacts | 3. Settings

## Message

### Live Answer

Select the message that is played when the phone is answered. Remember to mention the Transfer and Do Not Call options and digits in this message. Learn more

Disable answering machine detection (play sound immediately)

▶ 00:01

TTS: This is a test. ✖ Remove

### Transfer

### Answering Machine

### Do Not Call

Next ❯

Send Test Call

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1. Sounds | **2. Contacts** | 3. Settings



**Drag file to upload or Choose a file**

.xls, .xlsx, and .csv files with a maximum size of 10MB

Additional options

Copy & Paste

Choose Existing List

Add Single Contact

Filter Previous List

Next >

< back

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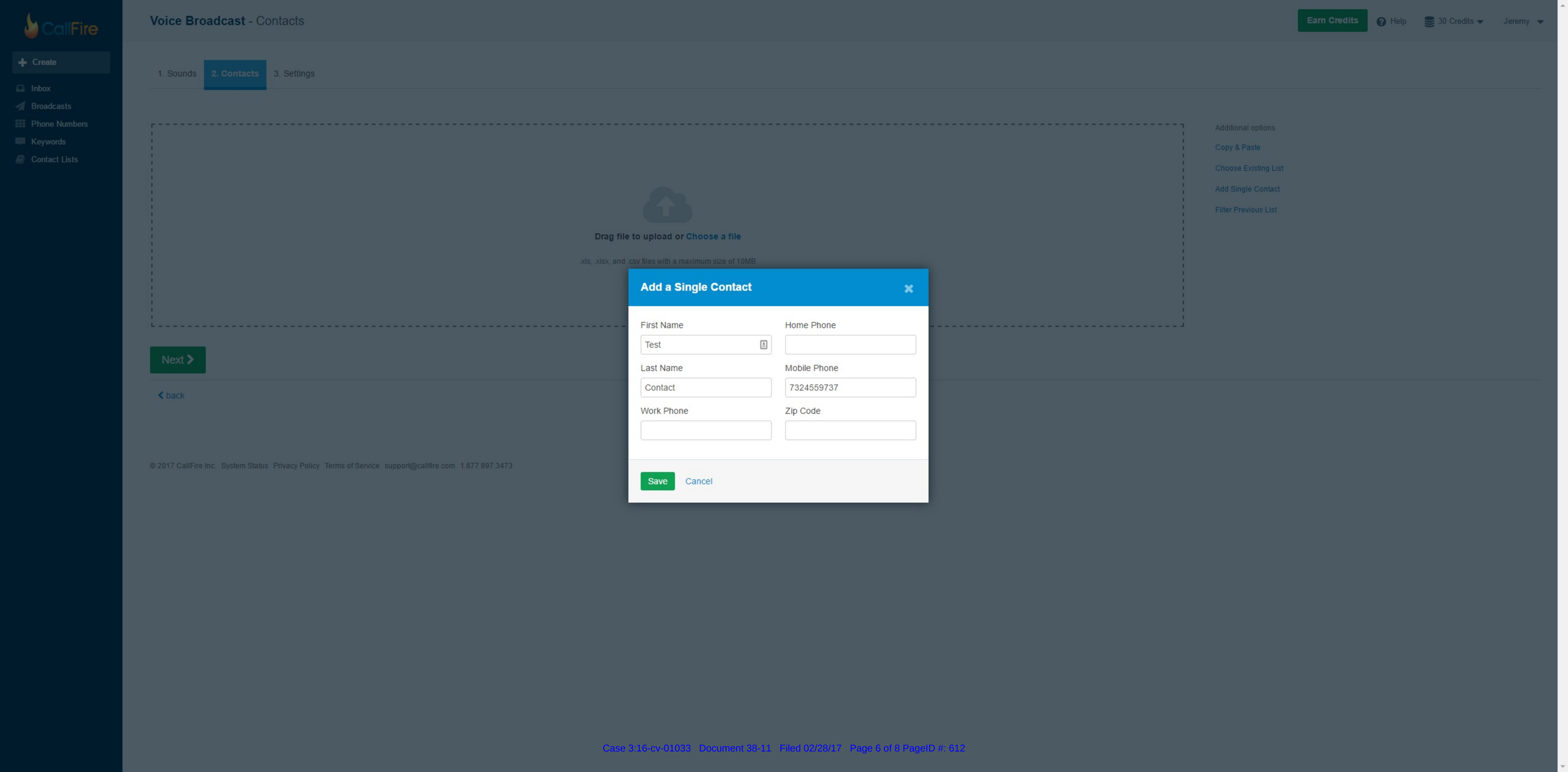
CallFire
Create
Inbox
Broadcasts
Phone Numbers
Keywords
Contact Lists
Voice Broadcast - Contacts
Earn Credits
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Jeremy
1. Sounds
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Drag file to upload or Choose a file
.xls, .xlsx, and .csv files with a maximum size of 10MB
Additional options
Copy & Paste
Choose Existing List
Add Single Contact
Filter Previous List
Next
back
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Add a Single Contact
First Name
Test
Last Name
Contact
Work Phone
Home Phone
Mobile Phone
7324559737
Zip Code
Save
Cancel

1. Sounds | **2. Contacts** | 3. Settings

Enable | Disable

| List Name | Created | Total | Description |
|---|---|---|---|
| Contact, Test | 2/7/17 3:02 PM | 1 | 1 Remaining |

Add Additional Contacts

Next >

< back

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## Name

Voice Broadcast, 2/7/17 3:01 PM

## Labels

## Caller ID

Choose One | Add New

This is the number that people see when you place a phone call to them.
To verify that you are the owner of the caller ID, we place a quick call to that number before you can use it.

## Restrictions

Max Simultaneous Calls

Enter the maximum number of calls that you want CallFire to dial at once.

100

Automatic Retry

If enabled, the system will retry contacts based on the call results selected.

☐ Answering Machine ☐ Busy ☐ No Answer

Try each contact 1 times and wait 60 minutes between tries

## Timezone Restrictions

Local Time Dialing Restrictions

The campaign will not dial outside of these hours, based on the timezone associated with the contact's area code and prefix.

☑ 8:00 AM to 9:00 PM

## Compliance

The FTC Telemarketing Sales Rule protects consumers as well as businesses. Promoting the purchase of a good or service, or soliciting charitable contributions, must comply with the Telemarketing Sales Rule. Using CallFire's services in contravention of the Telemarketing Sales Rule will result in immediate termination of service.

If you have further questions, please contact our Customer Success Team at 1-877-897-3473.

☐ I acknowledge that I have received this notice, and the order that requires it.

## Schedule

☐ Resume campaign the next day if unfinished

Schedule For Later

or

☐ Start Immediately

Finalize

back



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